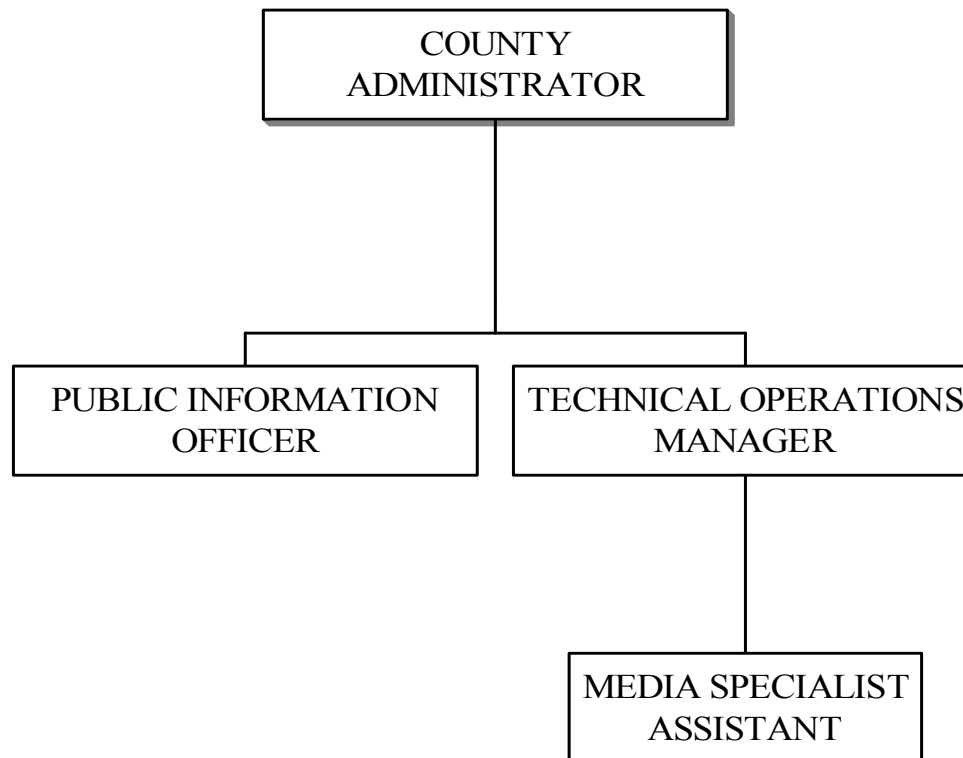


**MEDIA RELATIONS
FISCAL YEAR 2003-2004**



DEPARTMENT: ADMINISTRATIVE SERVICES			DIVISION: MEDIA RELATIONS		
	2000-2001 ACTUAL	2001-2002 ACTUAL	2002-2003 BUDGET	2003-2004 BUDGET	% CHANGE
REVENUES:					
General Fund	0	0	0	330,104	N/A
Enterprise/Internal Service Fund	0	0	0	0	N/A
Other Funds	0	0	0	0	N/A
Departmental Revenues	0	0	0	0	N/A
Grants and Other Revenues	0	0	0	0	N/A
TOTAL:	0	0	0	330,104	N/A
APPROPRIATIONS:					
Personnel	0	0	0	174,346	N/A
Operating Expenses	0	0	0	65,758	N/A
SUB-TOTAL:	0	0	0	240,104	N/A
Capital Outlay	0	0	0	90,000	N/A
Non-Operating Expenses	0	0	0	0	N/A
TOTAL:	0	0	0	330,104	N/A
FTE POSITIONS:	0	0	0	3	
MISSION:					
To promote and enhance St. Lucie County through consistent, professional high quality imagery via television (SLCTV), publications and media relations.					
FUNCTION:					
Educate the public on the responsibilities, function, and services of the county government organization. Responsible for Annual Report, "Investment for the Future" Publications and Employee Newsletter. Inform and educate the media and citizens of St. Lucie County and beyond about the actions taken by the Board of County Commissioners and functions sponsored for the community at large and provide information of public safety to citizens.					
2003-2004 GOALS & OBJECTIVES					
1	Foster a positive image and comprehensive understanding of the organization, and to promote its initiatives and achievements thru the production of written publications, brochures, press releases and other printed materials.		4	Work closely with news media to inform them of significant developments in county business or policies and to respond to requests for information in a timely manner.	
2	Serve as conduit for public to ask questions and get answers to county-related issues.		5	Establish a wider network of information vehicles by utilizing computer technology and other electronic sources.	
3	To produce more quality programming on SLCTV for the citizens of St. Lucie County.				

DEPARTMENT: ADMINISTRATIVE SERVICES**DIVISION: MEDIA RELATIONS****KEY INDICATORS:**

	<u>DESIRED TREND</u>	<u>2001-2002 ACTUAL</u>	<u>2002-2003 BUDGET</u>	<u>2003-2004 PLANNED</u>
Number of Interruptions (power, technical problems) to SLCTV on a weekly basis.	Decreasing	N/A	N/A	10
Percent of meetings televised within Commission Chambers.	Increasing	N/A	N/A	50%
Annual Report published earlier in following year.	Before Jan. 31, 2004	N/A	N/A	Available on or before 1/31/04
Number of employee newsletters published only on Intranet. (*All except for those employees without computers)	Increasing	N/A	N/A	*150
Number of press releases sent out on a weekly basis.	Increasing	N/A	N/A	100
Number of programs produced other than meetings	Increasing	N/A	N/A	2/Week

COMMENTS: